

Extent of Empowerment of Women Entrepreneurs on Entrepreneurial and Technological Empowerment

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ABSTRACT

Empowerment of women entrepreneurs in the context of technology entails building up the abilities and skills of women to gain insight into the issues affecting them and also building up their capacity to voice their concerns. Technological empowerment of women entrepreneurs will open up avenues to further enrichment. By the use of technology women can broaden the scope of their activities. Hence the present paper focused on analyzing the entrepreneurial and technological empowerment of women entrepreneurs. Majority of the women entrepreneurs had medium level of entrepreneurial and low level of technological empowerment.

Entrepreneurship itself has been recently recognized as full-fledged profession and women entrepreneurship is an even newer phenomenon. The assertion and analysis of the concept of women entrepreneurship is essential to understand how they can be empowered much to take up entrepreneurial activities more on scientific manner. Many dimensions shall contribute for the empowerment of women entrepreneurs in general whereas the entrepreneurial and technological empowerment would influence significantly in empowering the women to take up entrepreneurial activities. Garba (2000) felt that empowering women is a means to an end, the end being to improve their lives rights to participate in decisions that affect them. A few research studies focused their attention to understand the role and influence of these factors on empowering the women entrepreneurs. Keeping this in view the present paper focused on analyzing extent of

entrepreneurial and technological empowerment of women entrepreneurs. Ganeshan (2001) stated that entrepreneurship is the capacity for innovation and calibre to introduce innovative techniques in the business operations.

METHODOLOGY

Ex- post facto research design was followed for carrying out the study. The State of Andhra Pradesh and telangana region were selected purposively for the study as the investigator hails from the state. Out of 10 districts of the region, Medak district was selected purposively for the study. Out of 46 mandals of the district, six mandals were selected randomly. The selected mandals were Siddipet, Thoguta, Chinnakodur, Nanganoor, Dubbak, Sangareddy. From each mandal two villages were selected at randomly. The selected villages were- Hensanpally and Bandarupally from Siddipet mandal;

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Thukkapur and Ghanpur from Thoguta; Ramancha and Lingareddypally from Chnnakodur; Nanganoor, and Akkannapally from Nanganoor; Dubbak and Cheekode from Dubbak, where as Pothireddy pally and Malkapur from Sangreddy mandal. Ten respondents were selected randomly from each village thus making a total of 120 respondents. Extent of empowerment was selected as variable for the study and entrepreneurial and technological

empowerments were the dimensions selected in it. An interview schedule was developed to collect the data from the respondents.

FINDINGS AND DISCUSSION

Entrepreneurial empowerment

It could be indicated from the Table 1. that majority of the respondents (58.34%) had medium entrepreneurial empowerment,

Table 1.
Distribution of Respondents According to Their Entrepreneurial Empowerment

n=120

Sl.No.	Category	Class interval	Frequency	Percentage (%)
1.	Low	21-27	25	20.83
2.	Medium	27-33	75	58.34
3.	High	33-39	25	20.83

followed by high and low (20.83%) entrepreneurial empowerment.

The Table 1. depicts the rank ordering of the statements of entrepreneurial empowerment of the women entrepreneurs. The ranks assigned to the statements are Entrepreneurship gives both personal and professional satisfaction (rank I) followed by need of perseverance to phase any eventuality (rank II), leading a descent and dignified life by running an enterprise (rank III), running an enterprise is a sacred, and divine activity and values, ethics, and morals need to be maintained to run the enterprise (rank IV), establishing enterprise with strong vision and mission (rank V), need for comprehensive knowledge on the dynamics of running an enterprise (rank VI), need of proficiency in technical, business and marketing plans to

run an enterprise (rank VII), An entrepreneur can unleash the innate business potentials through enterprise (rank VIII), holding key positions in society being the owner of an enterprise (IX), facilitates to build relationships with high profile people (rank X), taking up welfare measures through the enterprise (rank XI) and Entrepreneurship is one of the premier services to help the poor in the society (rank XII).

The Table 2, illustrates that majority of the respondents had medium entrepreneurial empowerment. Getting the power or control over running an enterprise is not an easy task. This kind of entrepreneurial empowerment can be gained by developing the competencies on technical, business and marketing plan formulation. The medium level of awareness creation, critical conciousness, social and

economic empowerment might have resulted in medium entrepreneurial empowerment.

The ranking order in Table 2 further indicates that getting the control or equipping needed skills to run the enterprise will derive both personal and professional satisfaction. The other top ranked statements under entrepreneurial empowerment were

perseverance to face eventualities, leading a decent and dignified life by running an enterprise, maintaining values, ethics and morals in running an enterprise and establishing the enterprise with strong vision and mission. The strong opinion among these statements reflects the character of the entrepreneur, their risk taking ability and foreseeing the future of the enterprise.

Table 2.
Rank Ordering of the Statements of Entrepreneurial Empowerment of Women Entrepreneurs

n=120

SI. No.	Statements	Agree		Undecided		Disagree		T.S	M.S	Rank
		f	%	F	%	f	%			
1.	An entrepreneur should have values, ethics, and morals to run an enterprise	55	45.83	26	21.67	39	32.50	256	2.13	V
2.	Any enterprise should be established with strong vision and mission	60	50.00	19	15.83	41	34.17	259	2.15	V
3.	An entrepreneur should have perseverance to phase any eventuality	31	25.83	99	82.50	68	56.67	359	2.99	II
4.	An entrepreneur should have a comprehensive knowledge on the dynamics of running an enterprise	52	43.33	29	24.17	39	32.50	253	2.10	VI
5.	An entrepreneur can unleash the innate business potentials through enterprise	56	46.67	15	12.50	49	40.83	247	2.05	VIII
6.	Entrepreneurship gives both personal and professional satisfaction	35	29.17	99	82.50	64	53.33	367	3.05	I
7.	One can lead a decent and dignified life by running an enterprise	63	52.50	22	18.33	35	29.17	268	2.23	III
8.	Entrepreneurship is one of the premier services to help the poor in the society	30	25.00	26	21.67	64	53.33	180	1.50	XII
9.	One should be proficient in technical, business and marketing plans to run an enterprise	56	46.67	19	15.83	45	37.50	251	2.09	VII
10.	I hold key positions in society being the owner of an enterprise	49	40.833	25	20.83	46	38.33	243	2.05	IX
11.	Enterprise facilitates me to build relationships with high profile people	50	41.67	22	18.33	48	40.00	242	2.01	X
12.	I can take up many welfare measures through the enterprise	32	26.67	26	21.67	62	51.66	210	1.75	XI
13.	I consider running an enterprise is sacred, and divine activity	56	46.67	24	20.00	40	33.33	256	2.13	V

Technological empowerment

It could be indicated from the Table 3. that majority of the respondents (37.50%) had low

technological empowerment, followed by medium (36.67%) and high (25.83%) technological empowerment.

Table 3.
Distribution of Respondents According to Their Technological Empowerment

n=120

Sl.No.	Category	Class interval	Frequency	Percentage (%)
1.	Low	15-19	45	37.50
2.	Medium	19-23	44	36.67
3.	High	23-27	31	25.83

The Table 4. focused on rank ordering of statements of technological empowerment of the women entrepreneurs. The ranks assigned

to the statements were- rely upon traditional methods to run the enterprise (rank I) followed by strong belief that machinery cannot replace

Table 4.
Rank Ordering of the Statements of Technological Empowerment of Women Entrepreneurs

n=120

Sl. No.	Statement	Agree		Undecided		Disagree		T.S	M.S	Rank
		f	%	F	%	f	%			
1.	I rely upon traditional methods to run the enterprise	61	50.84	31	25.83	28	23.33	273	2.27	I
2.	It is better to test prior to implementation of modern technology to run the enterprise	48	40.00	33	27.50	39	32.50	249	2.07	V
3.	I had strong belief that the recent advancement in science and technology give good dividends in my enterprise	52	43.33	27	22.50	41	34.17	251	2.09	IV
4.	A sound technological plan is the foundation for success of an enterprise	50	41.67	24	20.00	46	38.33	244	2.03	VII
5.	The constant feasibility of any new technology should be tested its inclusion in the enterprise	49	40.83	33	27.50	38	31.67	251	2.09	IV
6.	It is better not to test the new technologies in an enterprise without skilled workers	36	30.00	32	26.67	52	43.33	224	1.86	IX
7.	Technology up gradation is a continuous cycle to support the performance of an enterprise	49	40.83	29	24.16	42	35.00	247	2.05	VI
8.	Modern tools and techniques definitely reduce the drudgery of the entrepreneurs	53	44.17	27	22.50	40	33.33	253	2.10	III
9.	The employees at all levels should be trained to understand and utilise the modern technologies	45	37.50	28	23.33	47	39.17	238	1.98	VIII
10.	I strongly believe that machines cannot replace the manpower in an enterprise	52	43.33	30	25.00	38	31.67	254	2.11	II

the man power in an enterprise (rank II), Modern tools and techniques definitely reduce the drudgery of the entrepreneurs (rank III), recent advances in science and technology give good dividends and constant feasibility of any new technology should be tested its inclusion in the enterprise (rank IV), It is better to test prior to implementation of modern technology to run the enterprise (rank V), Technology up gradation is a continuous cycle to support the performance of an enterprise (rank VI), A sound technological plan is the foundation for success of an enterprise (rank VII), The workers at all levels should be trained to understand and utilise the modern technologies (rank VIII) and It is better not to test the new technologies in an enterprise without skilled workers (rank IX).

The Table 3, illustrates that majority of the respondents had low level of technological empowerment. The running of an enterprise on technical grounds in line with the rules and regulations of enterprise by laws requires thorough preparedness and understanding of formal activities of enterprise management. Devi *et al.* (2007) observed that the technological training programmes attended by the members of women SHGs resulted in the incremental increase in their employment pattern and asset position. Acquiring and acquainting the knowledge on techniques involved in crafting, modelling and running various parameters of enterprise is an arduous task. It is only the specialised persons could understand the network of technicalities involved in controlling the systems of the enterprise. This might be the reason for low level of technological empowerment. Preethi and shashi (2008) observed that 63 per cent of the women entrepreneurs had low

technological empowerment and 30 per cent of the women entrepreneurs had medium technological empowerment.

CONCLUSION

Getting the power or control over running an enterprise is not an easy task. This kind of entrepreneurial empowerment can be gained by developing the competencies on technical, business and marketing plan formulation. The medium level of awareness creation, critical consciousness, social and economic empowerment might have resulted in medium entrepreneurial empowerment. The running of an enterprise on technical grounds in line with the rules and regulations of enterprise by laws requires thorough preparedness and understanding of formal activities of enterprise management. Hence the low level of technological empowerment was observed among the respondents of the study.

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